

Young Filmmakers Competition Briefing Pack

Win the opportunity to create a short film!



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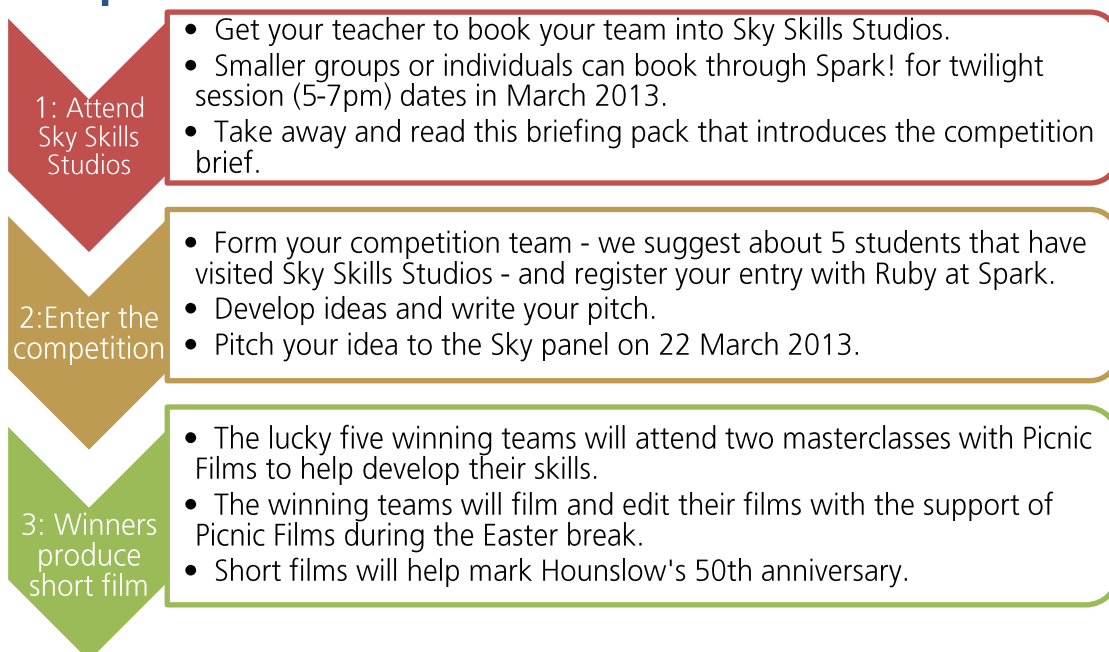
Getting started...

To celebrate fifty years of the London Borough of Hounslow and develop local talent in the creative industries, Spark! in partnership with the local authority, Picnic Films, Sky Skills Studios and West Thames College are launching The Young Filmmakers Competition to challenge the creativity of teams of KS4 and KS5 students from schools and colleges around the borough. The short films will recognise the contribution of five Hounslow charities and small businesses.

The challenge

Pitch your idea to produce a short film for one of five Hounslow charities and small businesses. The short films can be in any format: drama, documentary, comedy or any other format you imagine. We're looking for creative responses and your pitch will be judged by a panel including representatives from Sky, Spark! and Hounslow Council. The five winning teams will get to produce their films over Easter 2013 with a professional independent production company, Picnic Films.

The process



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www.sparklondon.org

Eligibility checklist

Before you get stuck into the briefing pack be sure you can answer **YES** to the following **three** questions...

1. Have you formed your Young Filmmakers Competition team? We recommend a team of about five.
2. Has your team been booked onto or attended any one of the Sky Skills Studio twilight sessions: **5th, 6th, 7th, 11th or 12th March 2013** from **5-7pm**? Alternatively, you might have attended as part of a school group since the Sky Skills Studios opened in 2012, which also means you are eligible to enter.
3. Do all the members of your team attend a school or college in the Borough of Hounslow at level KS4 or KS5?

If you answered **YES** to all three questions you are ready to proceed. Good luck and we look forward to seeing you on **22nd March 2013** ready to pitch your ideas.

Once we have received your entry form, we will be in touch to confirm your pitch time so keep an eye on your email inbox!



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Team registration form

Time to put that team together!

So you've pulled your team together right? Great. All you need to do now is register.

Please send the following information by email to Ruby Mir, Spark! Business Links Co-ordinator

E. ruby.mir@sparklondon.org

T. 020 8047 3350

School:

Year:

Teacher contact:

Teacher telephone:

Number of team members:

If we win we pledge to make 3 to 4 days available during the Easter break to attend the masterclasses and produce our short film with Picnic Films.

Names of team members	E-mail	Tel
1.
2.
3.
4.
5.
6.

Charity/small business preference

For which of the five nominated Hounslow charities or small businesses would your team like to pitch your short film concept? Please indicate your 1st, 2nd and 3rd preferences. Allocations will be on a first come first serve basis!

1st choice

2nd choice

3rd choice



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Parental/carer consent form 1

Get the support needed to participate in a Sky Skills Studios twilight session

Dear Parent/Guardian,

Your child has been invited to Sky Skills Studios, an exciting educational experience at Sky's headquarters in Osterley, as part of the Hounslow Young Filmmakers Competition.

Please find the details of our trip below. There is also some information about the Sky Skills Studios experience and what students can expect on the day.

Date: _____

Time: 5.00pm – 7.00pm

Students attending Sky Skills Studio Twilight session will be required to make own travel arrangements as tutors/teachers will not be accompanying

Additional information:

Sky Skills Studios

Sky Skills Studios is an exciting educational experience created by Sky. We're inviting young people into our headquarters to make their very own TV report based on subjects they're studying at school. They'll get to work with our amazing technology, including green screens, broadcast quality cameras and bespoke touch screen edit tables. By showcasing our commitment to great entertainment and new technologies, we hope to inspire young people to be the best they can be.

During their visit, students will experience:

- A behind the scenes tour of Sky Studios
- A hands on learning experience by creating their own TV report
- The chance to work with our team of experts and cutting edge technology

We've worked with education specialists to make sure every visit is relevant to what's being taught in the classroom and the final report will be available on a USB wristband for your child to bring home after their visit

Terms of your child's involvement

The terms and conditions for your child's involvement are attached to this letter. Your child will not be allowed to participate unless this form has been signed and brought with them on the day they attend the twilight session.

If you have any questions or concerns you would like answering please do not hesitate to contact your child's school or Ruby Mir at Spark.

This will be an unforgettable learning experience for all pupils involved.

Sky Skills Studios

Here is some important information that you need to agree to before your child visits Sky Skills Studios. It is important that Sky Skills Studios receive this signed form on arrival so that your child can take part in this fun and inspiring experience.



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At Sky Skills Studios, your child will be working in a team of students from their class or school group to produce a section of a filmed report. Depending on what role (producer, director, camera operator, reporter, script writer, editor) they perform, they may appear on camera. We want your child to be able to share their unique and exciting experience with you after their visit, so we will provide a USB wristband loaded with the TV report that their group has produced. You are responsible for how you and your child share this video online and Sky accepts no responsibility for where the video is shared and any comments that are posted by users as a result of you or your child posting it online.

Due to the large number of young people that will visit Sky Skills Studios, we are unable to offer payment or other benefits as a result of participation and you or your child will not receive a credit for this piece of work. We are also unable to allow participants or parents/carers right of approval for the content produced, hosted online and provided on USB. It will be the responsibility of Sky and the teacher/group leader to ensure all content created and hosted online and provided on USB is suitable for purpose and in good taste. In the case that we believe the content produced not to be in good taste or unsuitable for distribution for any reason, we reserve the right to withhold the USBs.

Sky will maintain ownership of the content produced by your child and the rights associated with this content, wherever it is distributed. All copyright, trademarks and all other intellectual property rights in all material or content supplied as part of the Sky Skills programme belongs to Sky, including the contents produced by your child's group which will be provided on USB. You agree that neither you nor your child may use it for any commercial purpose or in a way which may reasonably be expected to be harmful to Sky.

We want to make sure every young person has the best experience possible and this means we may need to collect personal information about your child to deliver the experience safely and effectively. Your child's teacher will be responsible for letting us know if your child has any special requirements relating to their health, allergies, disability or behaviour that can help us give them the best possible experience at Sky Skills Studios. This and other personal information will be used to facilitate your child's participation in the Sky Skills Studios experience and to ensure the experience can be run safely and effectively for all participants. Sky will not use any information relating to your child to market commercial products or services.

We have created Sky Skills Studios to help your child's learning and development and we will never use the content created by them for commercial purposes except occasionally to promote Sky Skills Studios. If this is the case, we will always consult the teacher or group leader to seek permission in advance, and in these instances we might edit the footage to suit the purpose of the promotion.

If you have any questions relating to any aspect of the Sky Skills experience, please direct these to Ruby Mir at Spark! and we will endeavour to provide them with information to answer them.

By signing this letter I confirm that I have read the above information regarding my child's visit to Sky Skills Studios and consent to all aspects included in the paragraphs above.

Name of child _____

Name of parent _____

Signature of parent _____

Date _____



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Parental/carer consent form 2

Get the support needed to enter the Young Filmmakers Competition

If you are in KS4 education (under the age of 16) then please ensure that every member of your team has their parent or carer complete the form below and return it to Ruby Mir, Spark! **Either scan and email to ruby.mir@sparklondon.org or return by post to GSK House, 980 Great West Rd, Brentford, Middx TW8 9GS.**

Please print and sign this document and return.

I, _____, the parent of

_____, hereby grant my permission for my son/daughter to participate in Young Filmmakers Competition. I further grant permission for my child's appearance in the Young Filmmakers Competition film, if required, and that this can be publicly viewed: print, online, broadcast at public events or anywhere the Young Filmmakers Competition winning films are demonstrated, including postings on Spark! and partner websites.

Parent or Guardian Signature _____

Print name of Parent or Guardian _____

Date _____

Home address _____

Telephone _____

Email _____

If you have any questions or concerns regarding this Parental Consent Form, please contact Ruby Mir, Spark! Business Links Co-ordinator

E. ruby.mir@sparklondon.org

T. 020 8047 3350



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Choosing your charity or small business

Which organisation would your team like to make a short film for?

You have five charities/ small businesses to choose from.

AGE UK

www.ageuk.org.uk

Age UK, formerly known as Age Concern, has been serving the community for over 73 years, aiming to improve later life for everyone through its information and advice, services, campaigns, products, training and research. Providing a range of services for people living in the London Borough of Hounslow, Age UK exists to promote the welfare of people and to help those at particular risk through isolation or disability to live at home as independently as possible.



Our vision is a world in which older people flourish is a world in which older people will:

- be equal citizens with equal rights
- have enough money for a secure and decent life, and have access as consumers to the products and services they need at a price they can afford
- have access to the healthcare and social care they need
- have the opportunity to live healthier longer lives and to enjoy a sense of well-being
- live in homes and neighbourhoods that are safe and comfortable and which enable them to lead fulfilling lives
- have opportunities to participate and contribute as volunteers, active citizens, good neighbours, family members, and workers
- enjoy the benefits of longer life, wherever they are in the world.

CULTIVATE LONDON

www.cultivatelondon.org

Pathways was founded by philanthropists to relieve hardship and distress in the 17th century. Continuing to serve local residents, it set up Cultivate London, Observer Food Monthly's "Producer of the Year" 2012, with the aim of addressing youth unemployment in Brentford and Ealing. Cultivate London is an innovative urban farm in West London and has three main objectives:



1. To generate training opportunities and jobs for unemployed young people aged 16-25 in practical horticulture.
2. To convert derelict and vacant land across London into productive food growing space.
3. To increase the amount of local and organically grown produce consumed by Londoners.



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ISLEWORTH AND HOUNSLOW CHARITY

www.iahcharity.org.uk

Isleworth & Hounslow Charity Ltd is a charity based in Isleworth which has origins dating back over 350 years. The aims of the charity are to provide help to residents of the London Borough of Hounslow who are in need, hardship or distress. The Charity does this in 2 ways:

1. Providing accommodation: Isleworth & Hounslow Charity Ltd has 93 units of housing, comprising two-bedroom flats, one-bedroom flats, bungalows and studio flats, spread over seven sites in Isleworth and Hounslow.
2. Giving Grants for 'relief in need' and 'relief of sickness': Isleworth & Hounslow Charity Ltd has a small annual budget from which it can provide grants for individuals and organisations located in Isleworth and Hounslow.



MUSICAL MUSEUM

www.musicalmuseum.co.uk

The Musical Museum began its life in 1963 when it was first registered as a charity as a museum in St Georges Church in Brentford High Street. Its founder Frank Holland used his private collection of musical instruments and music rolls as the nucleus of the museum and rapidly assembled a wide range of instruments to form the backbone of the museum standing today.



Over the past fifty years the face of Brentford High Street has changed dramatically and the museum has moved premises from the church to a new purpose built building with funding from the National Heritage Lottery. Since it reopened in November 2007 the museum has attracted visitors for guided tours, concerts and films. It has been involved with schools, families and older members of borough through the Hounslow Over 50's festival.

MSO MARINE CIVIL ENGINEERING AND STEEL BOAT BUILDING

www.msomarine.co.uk

MSO Marine is based at Brentside Wharf, Brentford, continuing a heritage of boat building and repair that started in the 1700s. Once the home of the world famous E.C.Jones & Sons who used to design and build Bantum Tugs, MSO Marine has been trading under this title since 1996. In 2005 MSO incorporated as Olivers Boatyard Ltd, trading as MSO Marine.



What MSO Marine do: At the boatyard MSO Marine principally provides marine services on the River Thames and Grand Union Canal. The type of work undertaken ranges from design, build and management of entire marinas, new build barges, motor launches, houseboats, pier maintenance, survey, repairs, maintenance of various craft & installations. In addition, special projects can be undertaken as we are a multi-talented boat building/repair and civil engineering company.

Location: MSO Marine boatyard is situated at the junction of the Grand Union Canal, Thames and River Brent. Dock Road is just off Brentford High Street, opposite Morrison's supermarket or Kew Gardens by river!



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How to find out more

Anything your team want to ask before you start developing your pitch?

If you team have any questions (and have exhausted online research) about the competition or charity/ small business you have selected, please use the space provided below to plan them and then send them by email to Ruby Mir, Spark! Business Links Co-ordinator.

E: ruby.mir@sparklondon.org

Due to the number of competition entries we anticipate receiving these questions will be limited to a maximum of five per team.

Our team would like to know....

1.

2.

3.

4.

5.



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Preparing your pitch

Getting your team ready to wow the judging panel

In the first part of the briefing pack you will have read about the five charities and small businesses that need your inspirational ideas to help tell their story through a short film. You may propose to create a film in a drama, documentary, comedy or any other format you imagine. It can be a maximum of 3 minutes in length. We're looking for creative responses!

The questions that follow will help you prepare your pitch ready to present to the judging panel on 22 March 2013. A pitch is a short presentation that may be also be supported by a short written or visual document setting out your idea for a production. Bring five copies of your pitch document to leave with the panel after you have completed your 5 minute pitch. This will be a useful reminder when they make a decision.

Make your pitch fun, inspiring and full of the creativity you would demonstrate through your short film if you win!

Team name: _____

School: _____

Student contact name: _____

Email: _____

Telephone: _____

YOUR PROJECT

1. What is the title of your Project?

2. Which of the five nominated Hounslow charities, social enterprises or small businesses did you chose? Why?



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3. Pitch your project in a headline – max 50 words

Your chance to excite us about your project. What makes it unique and interesting?

4. Project outline – max 500 words

Include information on genre (is it a documentary, corporate film, dramatic film, musical film?) and visual style. Take us through what the film will look and feel like. Tell us why the style is relevant to the charity, social enterprise or small business you are filming.



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5. How will your film be used?

Where can you see your film be distributed or shown? How will the charity or small business benefit?



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Competition entry rules

Make sure you've read the small print!

1. The Young Filmmakers Competition is free to enter and open to all KS4 and KS5 students from Hounslow Schools and Colleges. Students under the age of 16 must have parents/guardians permission to enter.
2. All students will need to have attended Sky Skills Studios with their school or registered and attended one of the Sky Skills Studios twilight sessions: **5/6/7/11/12 March 2013**. You must have parent/ guardian permission to attend.
3. Teams must be registered for the competition with Spark! by **5pm on 13 March 2013**.
4. Teams should not exceed more than six members. Only one entry per team.
5. The short films can be in a drama, documentary or any other format you imagine and can be a maximum of 3 minute in length.
6. All students entering the Young Filmmakers Competition must be available to attend the pitch on **22 March 2013, 4pm - 6.30pm**.
7. Young Filmmakers winners will be selected by a panel of judges on **22 March 2013**.
8. Spark! and competition teams will jointly own all short film copyrights. Spark! will be licensed to use the short films for educational, promotional and marketing purposes.
9. By entering the competition, entrants will be deemed to have read and understood these rules and be bound by them.
10. If for any reason an advertised prize is unavailable Young Filmmakers reserves the right at its absolute discretion to substitute a similar prize of equivalent or greater value.
11. None of the prizes may be exchanged or transferred and no cash alternative will be offered.



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